

Celebrating International Women's Day.... Celebrating Womanhood... With "THE WOMAN 2007"

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LUDHIANA, PUNJAB, IND, 2007-03-05 19:04:35 (IndiaPRwire.com)

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Excelsior Public Relations, known for its innovation and zeal to create a difference, has made its presence strongly felt in the events and exhibitions industry in Punjab. Excelsior has underlined its leadership in the industry with various ventures like Cool Expo, Wedding Asia, The Woman and Electronic Expo. **Celebrating "International Women's Day", we attempt to showcase the magical world of woman with "THE WOMAN-2007"**, an exhibition that highlights not only the best of the products available for women all over the world but also provides a platform for successful women leaders and entrepreneurs to interact on one common platform, is all geared to capture the fancy of Ludhianvis **from 9th to 11th March, 2007, at Hotel Maharaja Regency.**

The winds of fashion will be blowing all over the city through THE WOMAN 2007 which is anticipated to be the biggest Shoppe for trendy women products in Ludhiana. It can be aptly addressed as the fashion pilgrimage encompassing every indispensable prerequisite of a woman from a large contingent of renowned exhibitors, not only from Delhi, Mumbai, Kolkata etc but also from Thailand and Pakistan, all showcased under one roof. The haute couture creations exhibited are chosen keeping in mind the theme of the event i.e. FASHION.

The best of **exclusive designer ensembles** by Dolly Jhunjhunwala, Siaram Arts, Sonu Gandhi, Sonia Mahajan, Shruti & Swati, Kashmir Traditions, Nona Sarna, Ranjeeta Bajaj, JAS & Magnolia, Ablaze, ANZ designs, Aditi Boutique, Bandhej by Naina, DG's Haute Couture and the like will be showcased. Precious as well as semi precious **jewellery** by Alta Auro (Thailand), Ajanta Jewellers, Anmol Jewellers, Babli Jewellers, Jusra International, Manjeet Creations, Poddar Diamonds, Vikas Diamonds (Karol Bagh) will steal the show. To add a contemporary touch to the décor of your homes it has **home furnishings and interiors** by Dawn to Dusk, Jesia, Langoors, Mystique Arts, Balaji creations, Eureka Exports, JAS & Magnolia, Kala Kriti, Suggestions by Twinkle. **Accessories** by Shagun Impex and **Food Products** by Abind Foods will also be a part of THE WOMAN 2007.

Mr. Maninder Sethi, Director, Excelsior Public Relations said, 'THE WOMAN 2007 will be a procession of extravaganza portraying each element of a woman's life. We salute the fairer sex through this exhibition where you can admire and possess fashion in the real sense. We invite all

the Ludhianvis to be a part of the mega show as there is something for everyone in the show.'

Ms. Shruti, an ace dress designer from Delhi said, 'I'm very excited to be a part of this exhibition. We always wanted to tap the Punjab market and Excelsior has given us the opportunity through this trend setting event THE WOMAN 2007.'

THE WOMAN 2007 will also be organized in Chandigarh from 16th to 18th March, 2007 at Hotel Shivalikview.

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Excelsior is an Advertising, PR and an Event Management company based in Ludhiana. We provide a complete range of integrated marketing and public relations services including research, strategic planning, creative development, media planning and placement, media relations, corporate communication, literature design and production, event planning and management across Punjab, J&K. Creativity, originality, innovation, these words are the essence of our being as a family of professionals. We are driven by a deep-seated commitment towards creativity and originality. Being an creative and innovative company with a zeal for producing campaigns that make a significant difference to our client's business, we try to understand our client's attitude and perception and make campaigns best suited to his personal and organizational personality. This combined with the clarity in our work structure, and the market research that we do, enables us to come up with sound strategic decisions. The driving force in our work is a deep-seated commitment to excel our clients' expectations as well as our attitude towards our clients, whom we see as more than business deals. More than us, it is the results we deliver that speak. We don't just desire excellence - we implement it. For us the concepts of originality and creativity are just part of work, things we take naturally. What we pride ourselves about is the understanding we seek with our clients, that 'extra something' which makes all the difference. We are driven by results and responsibility. Being accountable for our campaigns, we put our hearts and souls into creating them. Since the time of our inception, we have managed to win over the trust of many esteemed clients. We emphasize on building long term relationships rather than cut and dried deals. Our goals and aims revolve around: · Hard hitting creativity backed by concept innovation. · Market expansion · Personalised and focussed services to clients. · Brand Building and Retention. · Complete agency services involving Advertising, PR and Event management

For more information, kindly contact:

Shilpi Kaul Anupreet Sethi
Excelsior Public Relations
09216322504 099140-03201

For more information, Please contact:

Sarbjit Singh

Executive PR - Excelsior Public Relations
01614632280
092163-2250101615023431

You can also visit www.celebratingwomanhood.com for more information.